



CALPEEK

CALIFORNIA POLITICAL WEEK

P.O. BOX 1468, BEVERLY HILLS, CA 90213
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(310) 659-0205

VOL. XV
No. 24

JUNE 14, 1993

ELECTION SPECIAL

Editor's note: Here is CALPEEK's analysis on a series of municipal elections which took place June 8 around the State. CALPEEK will do more analysis next week, along with *Winners & Losers*...

● **Riordan Defeats Woo** - On the day before the June 8th L.A. Mayor's runoff election, operatives for businessman Richard Riordan began telling political reporters to keep their eyes on the **absentee ballots**. The Riordan campaign estimated that it would get at least 60%. When the first reports on absentee ballots was announced election night, Riordan held a 65% to 35% lead over L.A. Councilman Michael Woo. And when the projected figures was announced on **voter turnout** -- about 44% citywide (compared to 37% in the primary), political insiders knew Riordan would succeed Tom Bradley as L.A.'s next mayor...

...As CALPEEK hit deadline, there were still some 18,000 AV and provisional ballots which had yet to be counted. But they won't change the outcome of this race, which Riordan won by a margin of about 54% to 46%...

...Why did Riordan win? It came down to a few simple things. 1) Riordan's overall **message & theme** that the only way to bring business and jobs back to L.A. was to make the streets **SAFE** was the key. 2) Riordan was perceived by voters as being the **agent of change**, while Woo was seen as the City Hall insider. And as we know in politics, it's more often **perception** rather than reality which makes the difference. 3) Riordan's willingness to pump **\$6-7 million** of his own money into the race was a critical factor. 4) Riordan **needed to face Woo** in order to win. Had Riordan been up against Demo Assemblyman Richard Katz, many sources believe Riordan might have lost. And 5) Some

sources think Woo's overall attack on Riordan was **too harsh** and it may have caused a **backlash**...

...Finally, Woo lost this race because his record on the council as well as his campaign message was not well received in the **San Fernando Valley** or on L.A.'s **Westside**. Riordan cleaned Woo's clock in these areas and this means is that the old Bradley Coalition of Westside Libs, Jews and the Black community is no more. This is another sign that the City of Angels is really a house divided...

● **Card Club Madness** - Bicycle Club GM George Hardie has a smile on his face that won't go away. Next to Riordan, Hardie has to be the happiest guy around because his campaign team defeated all card club proposals that appeared on the June 8th ballot in 4 So. Calif. cities - Cypress & Stanton in Orange Co.; and West Hollywood & Pico Rivera in L.A. Co. With the exception of Pico Rivera, the others lost by fairly wide margins. A card club proposal in Seaside in Monterey Co. and an advisory vote on card clubs in Daly City in San Mateo Co., also were defeated. That means card club proponents went shut out -- 0 for 6. While these card club proposals are tough to win, even in cities facing difficult economic times, more card club initiatives will undoubtedly pop up...

● **17th C.D.** - No shocks or surprises. Demo Assemblyman Sam Farr of Carmel got 51.9% of the vote to defeat GOPER Bill McCampbell, who got 43%. Demos were somewhat worried because the Republicans were trying hard to make this House race into a **referendum** on Pres. Bill Clinton. FYI: Just last November, former Congressman Leon Panetta(D) got 72% against McCampbell. Demo registration is 52.3%, thus Farr ran just under registration. Had the contest

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been closer, one could easily draw the conclusion that Clintonomics is not very popular with voters along CA's Central Coast...

● **L.A. City Council** - As insiders had predicted, 16-year incumbent Councilwoman Joy Picus was defeated by Laura Chick. The margin was 59% to 41% and many city hall observers saw this one coming. What insiders didn't see coming was the loss of the other incumbent who was forced into a runoff, councilwoman Joan Flores. She was defeated by businessman Rudy Svorinich by a margin of 53% to 47%. By most accounts, Svorinich and his consultant Tom Shortridge made the best use of city matching funds and with key endorsements from U.S. Reps. Maxine Waters and Jane Harman, they held Flores off in Watts and beat her in the Harbor area. What insiders, including CALPEEK, probably overlooked was the fact that over a 9 month period (dating back to the Fall '92 election), Flores had been blasted more than 100 times by mail from various opponents and was pounded by a well-funded TV campaign by Harman. The cumulative negative impact was just too much to overcome...

...In the OPEN 13th district, former School Board Pres. Jackie Goldberg defeated council aide Tom LaBonge. The margin was 51.4% to 48.6%. This did not come as a big shock, as Goldberg's residual and mostly positive name ID was the key in this race. In the OPEN 7th district, the final verdict isn't in, but at this point Richard Alarcon holds a 164 vote lead over retired Fire Capt. Lyle Hall, who was considered a slight favorite. With the exception of the L.A. Times and Daily News, Hall had all the other key endorsements --- but Alarcon turned these pluses into a negative, accusing Hall of being the **insider**. Hall's consulting team, Cerrell Associates, may have made a mistake by not buying onto Allan Hoffenblum's slate aimed at conservative voters. Hall was on this slate in the primary. Nevertheless, there is still a slim chance that this race could reverse --- there are 18,000 votes yet to be counted and if 900-1000 are in the 7th, Hall might have a shot...

● **City of Salinas** - Mayor Alan Styles was reelected with 57%, while appointed Councilwoman Delores Scaife-Higgins and challenger Gloria Reyes must wait for a recount in their close battle for a council seat. Reyes was up by a margin of 740 to 726...

● **Monterey Co. Bd. of Supes** - Incumbent Sup. Sam Karas was reelected without much trouble and Marina Mayor Edith Johnsen was elected to another seat on the board. The 3rd battle (the blood bath) between Salinas Councilman Simon Salinas and his former friend Jesse G. Sanchez, is headed for a runoff...

● **San Mateo Co.** - In the special to replace former Sup. Anna Eshoo, former Assemblyman Ted Lempert was an easy winner. In the special for county sheriff, however, we may have to wait a few days. Capt. Hank Derner was trailing Lt. Don Horsely by a margin of 41.7% to 40.8%, with Joe Kirby at 16.6%. There are absentee ballots left to be counted. Stay tuned...

BRADLEY TO BE HONORED AT LUNCHEON JUNE 17.

L.A. Mayor Tom Bradley will be honored for a lifetime of dedicated services to the City of L.A. at a community-wide luncheon, 12 noon, June 17, at the Westin Bonaventure Hotel. MC will be actor Gregory Peck. Luncheon sponsors include the Central City Assn., the L.A. Chamber of Commerce and the Valley Industry & Commerce Assn. For info (310)370-0555...

HOW DOES U.S. SEN. FEINSTEIN LOOK FOR 1994??

Editor's note: With just under 12 months before the June 1994 Calif. primary, CA's senior U.S. Senator, Dianne Feinstein(D), has to be pleased with her job performance numbers in the latest Field Poll, as well as her **reelect numbers** and her **one-on-one** match ups against potential GOP rivals. Here is our update...

...The Field Poll, taken May 14-22 among 994 Calif. adults (849 registered voters), shows DiFi with solid numbers on job performance: 27% excellent/good; 33% fair; 15% poor/very poor; and 25% no opinion. DiFi's reelect numbers (inclined to reelect) show her with 58% inclined; 29% not inclined; and 13% no opinion...

...On the head-to-head with potential GOP rivals, again DiFi shows solid strength. She scores 55% against U.S. Rep. Chris Cox (22%) and 23% undecided; and 54% against U.S. Reps. Bob Dornan(26%) and 20% undecided and David Dreier(23%) and 23% undecided. Against former Congressman Bill Dannemeyer, DiFi gets 54% to Dannemeyer's 24%, with 22% undecided. *Solid wins by any measure: 2-to-1...*

...But there is some *troubling news*. DiFi has had a huge turnover in her Washington DC staff, as was pointed out in a recent L.A. Times story. 14 aides have quit her DC staff since January. It was an interesting story to read if you're a political insider, but rather boring for the general public. Bottomline: she's tough to work for...

...FYI: DiFi did have another piece of good news, in terms of 1994. As a member of the Senate Judiciary Cmt., she **didn't** have to vote on confirmation of Lani Guinier to be the head of the civil rights division in the DOJ. A vote *either way* would have spelled political trouble in 1994. Stay tuned...

BRIEF UPDATE ON NOVEMBER BALLOT MEASURES.

Editor's note: While most insiders are aware of the School Choice/Voucher initiative which will appear on the Nov. 2nd **special election ballot**, most CALPEEK readers are not all that familiar with the 4 constitutional amendments placed on the ballot by State Legislators. Here's a brief update...

...Legislators always put *their* measures on the ballot first - before initiatives. So the **1st** measure on the Nov. 2nd ballot will be SCA 17 by State Sen. Charles Calderon(D-El Monte). If approved, this measure would eliminate the requirement for automatic elections on low-cost housing projects. The amendment is sponsored by the CA Rural Legal Assistance Foundation and is backed by the LWV, the League of Cities, CSAC, home builders, realtors, the CA Chamber and the Sierra Club & PCL. Sacto consultant Steve Hopcraft has been hired to run the YES campaign. There is no known opposition at this time...

...SCA 32 is authored by former State Sen. Barry Keene is the **2nd** measure on the ballot and it is a technical amendment dealing with the budget and trailer bills. There are no campaigns on either side...

...ACA 6 by Assemblyman Jack O'Connell(D-Santa Barbara) is a very controversial amendment. If approved, this **3rd** measure on the ballot would allow a 50% vote on school facility bonds --- instead of the current 2/3rds requirement. Anti-tax groups are afraid that once the barn door is open, the 2/3rds requirement will be challenged in other places too. CALPEEK sources

say the Howard Jarvis Taxpayers Assn. has mailed letters to other anti-tax groups, in an attempt to form a major umbrella organization to fight ACA 6. Look for consultant Stu Mollrich and Butcher-Forde to head up the opposition campaign. The YES side continues to run under the umbrella of Californians For Schools. By the time this issue of CALPEEK hits the street, proposals from about 10 campaign firms will have already been submitted...

...The **4th** measure on the ballot will be ACA 41 by Assemblywoman Barbara Lee of Oakland. It is a technical measure dealing with property taxes and transferring the base year value. While it sounds boring, the people who lost their homes in the big Alameda Co. fire several years ago are impacted by this measure. There is no known opposition. FYI: the last day for the legislature to place additional items on the Nov. 2nd ballot is June 24th. Stay tuned...

CALPEEK'S 1993 ELECTION CALENDAR

Editor's note: Here's a short election calendar to help you keep track of all the specials, runoffs and other elections...

- **June 15** - S.F. special election, 1/2 cent sales tax for K-12 schools & community colleges...
- **July 27** - 5th A.D. special runoff election...
- **Aug. 10** - Bellflower card club special election...
- **Aug. 31** - 4th S.D. special election...
- **Sept. 21** - San Diego Council elections...

- **Nov. 2** - Statewide Special Election: School Voucher initiative; 4 legislative referendums; San Francisco City Attorney & Treasurer election; San Diego council runoffs; 4th S.D. special runoff...

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CALPEEK BEGINS WORK ON A NEW DIRECTORY OF CAMPAIGN CONSULTANTS FOR '94 ELECTION

CALPEEK has started work on the 4th edition of the Directory of Campaign Consultants for the 1994 election cycle. Questionnaires will be in the mail soon to consultants and general information will be sent to all subscribers. We hope to have this new the Directory on sale by mid-October...

CALPEEK'S ETCETERA: POLITICAL SHORT TAKES.

Editor's note: Here are a few political items worth noting...

● **Declaring Against Wilson** - Although it was NOT a formal declaration of candidacy, former Assemblyman Tom McClintock's June 8 op-ed piece in the L.A. Times attacking GOP Gov. Pete Wilson will probably be considered by many as an *informal declaration* that he intends to run for governor in the 1994 June GOP primary. That should bring smiles to many hardline conservatives who hate Wilson. McClintock flatly predicted that Wilson will **not** be reelected and that if Wilson remains as a candidate at the top of the ticket, it will result in a Republican route in 1994. And without naming names, McClintock took a swipe at CRP chair Tirso del Junco and others who demand that there be party *unity* under the Wilson banner. TMc called this "the sycophantic response."...

● **CRP Battles KFI & Press** - In its ongoing fight with L.A. radio station KFI, the CA Republican Party has now turned to the FPPC for relief. For those who haven't followed this continuing battle, the CRP is miffed because the radio station refuses to give equal time to balance the views of KFI Saturday talk show host Bill Press, who is chair of the CA Demo Party. Although the FPPC refuses to say anything, it's believed the CRP's object is to get the FPPC to rule that the station's airing of Press's show amounts to an "in-kind contribution" to the CA Demo Party. Just a theory, not fact. FYI: under federal law, KFI is not obligated to provide equal time...

● **CLCV Environmental Report Card** - The CA League of Conservation Voters has passed out report cards for the 1992 legislative session and the bottom-line is that Republicans have to stay after school and write 100 times on the blackboard, "*I will become a tree hugger in 1993.*" Lowest Assembly scores were recorded by GOP members Allen, Boland, Conroy,

Ferguson, Knowles, Mountjoy, Nolan, Quackenbush and Seastrand --- all scored "0." Among the GOP senators, Leonard, Rogers, Lewis, Leslie and Russell also failed to score. **Most improved** went to Assemblyman Sal Canella(D-Modesto), from 70 to 94; and to Sen. Frank Hill(R-Whitter), from 50 to 75...

● **Splitting Calif. Into 3** - Some call this attempt to divide Calif. into 3 separate States "Statham's Folly," after GOP Assemblyman Stan Statham of Redding, who has been pushing this concept for the past several years. However, until June 7th, Statham's AB 3 (isn't that an appropriate number), had never made it past the Rules Cmt. But on June 7th, Statham's bill got out of Rules on a 6-2 vote. This measure asks voters (in November of 1994) whether or not they want to split the State into 3 parts. Until this year, Statham had been pushing a bill which would have divided Calif. in half. One year ago, in the June 1992 primary, voter in 27 counties (mostly in northern Calif.) voted in favor of the 2-State plan. Sources expect a floor vote in late June or early July, before the summer recess...

ASSEMBLYMAN NOLAN AT LINCOLN CLUB EVENT.

GOP Assemblyman Pat Nolan of Glendale will address members of the CA Lincoln Club - San Gabriel Valley Chapter - 7:30 a.m., June 19, Industry Hills Sheraton Hotel. For info or RSVPs, call Natalie Blanning at (818)919-7497...

NEW JOBS, ADDRESSES AND PERSONNEL NOTICES.

Editor's note: Here are some items to mark down in your notebook...

● Christopher M. Micheli has joined the CA Manufacturers Assn. as tax & corporate counsel. Micheli was with Bell & Hiltachk prior to taking this job...

● John R. Wodraska has been named as the new general manager of the Metropolitan Water District of So. Calif. Previously he was the exec. director of the South Florida Water Mgt. District. He replaces Carl Boronkay who retired in last March...

● San Diego based Competitive Edge Research & Communications now has an 800 phone number. 1-800-576-CERC...